

Rep Order# 8802016 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 35847

Printed: 10/09/2012 5:26 PM
Last Received: 10/09/2012 1:13 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () DCCC-DEM CNGRS CMPG
Product Issue
Estimate# 1199
Buyer Katie Keuleman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1199
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$36,850
PLEASE CONFIRM

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|-------------|-------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F,M | 500A-600A | 8 NEWS NOW AT 5A | :30 | \$1,000.00 | 10/09-10/15 | 1 | 1 | 1 | \$1,000.00 | |
| | 2 | TU-F,M | 600A-700A | 8 NEWS NOW AT 6A | :30 | \$1,200.00 | 10/09-10/15 | 2 | 1 | 2 | \$2,400.00 | |
| | 3 | TU-F,M | 700A-900A | CBS THIS MORNING | :30 | \$1,000.00 | 10/09-10/15 | 1 | 1 | 1 | \$1,000.00 | |
| | 4 | SA | 500A-700A | CBS THIS MORNING SATURDAY | :30 | \$550.00 | 10/13-10/13 | 1 | 1 | 1 | \$550.00 | |
| | 5 | SU | 600A-630A | 8 NEWS NOW SUNDAY MORNING- #1 | :30 | \$500.00 | 10/14-10/14 | 1 | 1 | 1 | \$500.00 | |
| | 6 | SU | 630A-800A | CBS NEWS SUNDAY MORNING | :30 | \$850.00 | 10/14-10/14 | 0 | 0 | 0 | \$0.00 | |
| | 7 | SU | 800A-830A | 8 NEWS NOW SUNDAY MORNING- #2 | :30 | \$1,500.00 | 10/14-10/14 | 1 | 1 | 1 | \$1,500.00 | |
| | 8 | TU-F,M | 900A-1000A | LIVE! WITH KELLY | :30 | \$850.00 | 10/09-10/15 | 1 | 1 | 1 | \$850.00 | |
| | 9 | TU-F,M | 1000A-1100A | PRICE IS RIGHT | :30 | \$3,500.00 | 10/09-10/15 | 1 | 1 | 1 | \$3,500.00 | |

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|-----|-----|--|-------------|-----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *10 | TU-F,M | 1200P-1230P | 8 NEWS NOW AT NOON | :30 | \$850.00 | 10/09-10/15 | 0 | 0 | 0 | \$0.00 | |
| | | Sales Remark: V7 . V7 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *11 | TU-F,M | 300P-400P | ELLEN | :30 | \$1,000.00 | 10/09-10/15 | 0 | 0 | 0 | \$0.00 | |
| | | Sales Remark: V7 . V7 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *12 | TU-F,M | 400P-50CP | 8 NEWS NOW AT 4PM & 430PM | :30 | \$1,300.00 | 10/09-10/15 | 0 | 0 | 0 | \$0.00 | |
| | | Sales Remark: V7 . V7 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *13 | TU-F,M | 500P-63CP | 8 NEWS NOW ROTATION | :30 | \$1,500.00 | 10/09-10/15 | 0 | 0 | 0 | \$0.00 | |
| | | Sales Remark: V7 . V7 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | 14 | SA | 500P-53CP | 8 NEWS NOW AT 5PM-SAT | :30 | \$800.00 | 10/13-10/13 | 1 | 1 | 1 | \$800.00 | |
| | 15 | SA | 630P-70CP | 8 NEWS NOW AT 630PM-SAT | :30 | \$800.00 | 10/13-10/13 | 1 | 1 | 1 | \$800.00 | |
| | 16 | SU | 500P-53CP | 8 NEWS NOW AT 5PM-SUN | :30 | \$600.00 | 10/14-10/14 | 0 | 0 | 0 | \$0.00 | |
| | 17 | SU | 630P-70CP | 8 NEWS NOW AT 630PM-SUN | :30 | \$600.00 | 10/14-10/14 | 0 | 0 | 0 | \$0.00 | |
| | 18 | M | 800P-90CP | HOW I MET MOTHER/2 BRKE GRL | :30 | \$9,500.00 | 10/15-10/15 | 1 | 1 | 1 | \$9,500.00 | |
| | 19 | TH | 900P-1000P | PERSON OF INTEREST | :30 | \$8,500.00 | 10/11-10/11 | 0 | 0 | 0 | \$0.00 | |
| | 20 | TU-F,M | 1100P-1135P | 8 NEWS NOW AT 11PM | :30 | \$2,200.00 | 10/09-10/15 | 1 | 1 | 1 | \$2,200.00 | |
| | 21 | SA-SU | 1100P-1135P | 8 NEWS NOW AT 11PM-WKND | :30 | \$1,100.00 | 10/13-10/14 | 2 | 1 | 2 | \$2,200.00 | |

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|-----|-----|---|-------------|---------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 22 | TU | 1200P-1230P | NEWS | :30 | \$750.00 | 10/09-10/09 | 1 | 1 | 1 | \$750.00 | |
| | *23 | TH | 1000P-1100P | | :30 | \$8,500.00 | 10/11-10/11 | 1 | 1 | 1 | \$8,500.00 | |
| | | Buyline Comment: PERSON OF INTEREST V7 Added | | | | | | | | | | |
| | *24 | W-F,M | 400A-459A | | :30 | \$200.00 | 10/10-10/15 | 4 | 1 | 4 | \$800.00 | |
| | | Buyline Comment: NEWS V7 Added | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 21 / \$36,850.00

---SALES MONTHLY TOTALS---

Oct 12: 21 / \$36,850.00
Sales Totals: 21 / \$36,850.00
Station Totals: 21 / \$36,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$122,833 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books FEB11
Demos RA35+